

## VEHICLE-BASED DYNAMIC ADVERTISING

### ABSTRACT OF THE DISCLOSURE

A method and system for dynamically targeting content (e.g., advertising)  
5 displayed by a moving vehicle according to the location and direction of travel  
of the vehicle. Multiple items of content are loaded onto the vehicle and  
updated at periodic intervals. Position information (such as Global Positioning  
System information) is used to determine the location and direction of travel of  
the vehicle. Using the vehicle's position and direction of travel, and perhaps the  
10 time of day, a particular item of content can be selected and displayed to an  
audience external to the vehicle. The amount of time each particular item of  
content is displayed can be measured and used as the basis for billing clients.